GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

General Administration (I&PR) Department -Certain Guidelines to prepare tender schedule for fresh empanelment of Print Media Advertising Agencies for release of Print Media Display Advertisements - Orders - Issued.

GENERAL ADMINISTRATION (I&PR) DEPARTMENT

G.O.RT.No. 226 Dated: 31-01-2025

Read:

e-file bearing Computer No.2520640 received from the Director, Information & Public Relations, A.P., Vijayawada.

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ORDER:

In the circumstances reported by the Director, Information & Public Relations, A.P., Vijayawada in the reference read above, Government after careful examination of the matter, hereby issue the following guidelines to prepare tender schedule for empanelment of Print Media Advertising Agencies for release of Print Media Display Advertisements:

Eligibility Criteria for Empanelment of Print Media Advertising Agencies for Display Advertisements. (EMD Rs.2,00,000/-) :

1. Agency should be one amongst a reputed advertising agencies. Agency should have fully functional Creative and Media Departments.

2. On being briefed, the agency should be able to generate Display Advertisements within the specified time for the print media.

3. Agency should have valid full accreditation with Indian Newspaper Society (INS).

4. The agency should have been in this business for more than 4 years.

5. The agency should have achieved an annual turnover of over **Rs.5 Crores** (Rupees five crores only) every year continuously for the last 2 financial years 2022-23 & 2023-24).

6. The agency should have office premises in Vijayawada / CRDA Limits or shall establish its office set-up at Vijayawada / CRDA Limits within 30 days from the date of empanelment.

7. The Advertising agency applying for empanelment should not have been black listed by any organization/Department at any point of time. A self declaration to this effect has to be furnished. When any information regarding

blacklisting comes to notice after empanelment, their empanelment will be cancelled.

8. Agencies that fulfill all the above criteria shall only apply for empanelment in this category.

Terms and Conditions :

1. Agencies will be empanelled on the basis of their experience subject to fulfilling of terms and conditions.

2. The empanelled Advertising Agency is expected to maintain high level professional ethics and will not act in any manner, which is detrimental to the interests of Government / Director, I&PR. Agency will maintain confidentiality on all matters / content till proper instructions are issued for publication.

3. Selection of concepts will be entirely at the discretion of Director, I&PR.

4. Applications received after due date and time or without necessary documents will be rejected.

5. Applications received without EMD will be rejected.

6. The right for rejection of any/ all applications without assigning any reason's whatsever shall be vested with a Committee headed by the Director, I&PR Department, consisting of Joint Directors, Addl. Director, I&PR Department as members with the consent of Government.

7. The right to delist the empanelled Agency shall be vested with a Committee headed by the Director, I&PR Department, consisting of Joint Directors, Addl. Director, I&PR Department as members with the consent of Government.

8. The completed application in sealed cover along with necessary documents is to be submitted to the Joint Director (Advt-I) as per the date fixed by the Director, I&PR in the notification. Applications should be submitted in sealed cover superscribed as "Application for Empanelment of Print Media Advertising Agencies-2024". No application will be accepted after the said date and time.

9. Short listing of applications will be borne from the Advertising Agencies satisfying the eligibility criteria. Short-listed Advertising Agencies will be invited to showcase their credentials and have to submit the required documents at the time of request.

10. An undertaking that the Ad Agency will provide services on holidays and beyond Office hours in case of urgency of the Department.

11. Expression of Interest not received in the prescribed format (Annexure I) will be Summarily rejected.

12. The Advertising Agency should select two display advertisements created by them, which it considers as their best, and must attach their copies with the application, along with the date of publication, names of the newspapers/periodicals, and respective release orders of the client, as indicated by the Director, I&PR.

13. All bidders shall have to submit prescribed Earnest Money Deposit in the form of a Demand Draft drawn from any Nationalized Bank in favour of Accounts Officer, I&PR Department payable at Vijayawada.

14. EMD of successful bidder will be released only after the expiry of contract period, without any interest. EMD of the unsuccessful agencies will be returned latest on or before the 30th day after the formation of Panel.

15. The Committee headed by the Director, I&PR Department; consisting of Joint Directors, Addl. Director, I&PR Department as members shall have right to remove any agency from the empanelled list along with forfeiture of EMD, if the service provided by the Agency is found to be unsatisfactory or if the information provided for empanelment is proved to be false.

16. The EMD will be forfeited in the following cases:

i. When tenderer withdraws or modifies the offer after opening of the tender.

ii. When the tenderer fails to comply the work order within the prescribed period.

iii. When information / certificates / documents furnished are found to be false at any stage.

17. The Department shall not make any advance payments to the advertising Agency for any of the work assigned. The payments shall be released against the bills received from the Agency after having completed the job as per the work order. This is strictly subject to availability of Budget and sanction from Government.

18. The Department may empanel more than one Advertising Agency and shall be free to release advertisements through any one or more of them. However, the act of empanelment shall not prohibit the Department of its right to release advertisement directly to the newspapers without routing them through the empanelled Advertising Agencies.

19. The Department also reserves the right to get any Advertisement designed as well as released through any Advertising Agency not borne on the Panel, at any time. Such cases arise only if the designs submitted by Panel Agencies are not up to expected standards.

20. The Department also reserves the right to use the logo, design, layout etc. prepared by any Advertisings Agency for releasing advertisements directly or through any other advertising Agency or any other source as deemed fit by this Department without Advtg. Agency's consent, which designed the advertisement.

21. For selection of artwork for display Advertisement, Director, I&PR, will invite concepts from all / selected empaneled Agencies and advertisement will be released through the Agency whose design/concept is approved. If advertisement is released to more number of newspapers, the Agencies participated in preparation of creative will be shared allotment of newspapers. Artwork submitted for evaluation will not be returned.

22. Artwork / creative once selected will be the property of I&PR Department and it can be repeatedly used in different media like Print, Outdoor, Electronic, Digital Media etc. Agency has to provide original soft copy of open file to the I&PR Department. The agency can't use the concept / artwork for other clients once it is selected.

23. Whenever required, the Advertising Agency shall have to accept and get advertisement published at short notice in specified newspapers on a specified date as indicated by the Department. It is the responsibility of the Advertising Agency to ensure that correct and readable advertisement is published.

24. In case there is an error in publication of the advertisements as compared to advertisement's text approved by this Office, the Agency shall arrange to publish the corrigendum immediately, under advice to this Office, at its own cost. No bills should be raised and the Department will not pay any charges for publication of corrigendum, what- so-ever the amount may be. Penalty may also be imposed in such cases for the lapses occurred.

25. All the layouts must be approved by the Director, I& PR or any Officer Authorized by him prior to release including design / text matter of the display advertisements. Translation in 3 newspapers, language and proof reading will be the responsibility of the Agency.

26. The Agencies blacklisted by other Government Organisations / Autonomous bodies will not be considered for empanelment.

27. Selected Firm will be kept in the list of Panel for a period of two years from the date of empanelment with this Department. This could be extended to

a further period with such modifications as may be felt necessary from time to time. However, the terms and conditions of the contract, during the period of extension also will remain unchanged.

28. The Committee headed by the Director, I&PR Department; consisting of Joint Directors, Addl. Director, I&PR Department as members shall reserves right to terminate the Panel/empanelment of any of the empaneled Advertising Agency/all the Advertising Agencies empaneled at any time before expiry of the empanelment period without assigning any reason.

29. The Department reserves the rights to add, delete or revise any of these conditions, and also include special conditions as and when required.

30. Empanelment does not guarantee that any or all applicants shall be awarded any assignment / release of advertisement as a result of this empanelment.

31. At any time prior to deadline for submission of applications, Director, I&PR may for any reason, modify this document. The amendment shall be binding on all applicants.

32. The Agency should be fully accredited with INS for the last 3 years (2021, 2022, 2023) and no NOD (Notice of Dis-accreditation) should have been issued by the INS during last three (3) years. Provisional or conditional accreditation shall not be accepted. A self declaration letter for continuous INS accreditation without break for last three (3) years shall be submitted. If it comes to notice at any time during period of empanelment, the agency will be disqualified.

33. Any disputes are subject to the jurisdiction of High Court of Andhra Pradesh only.

Documents to be submitted

1. Document in support of Full accreditation with INS.
2. Brief Profile of the Agency (Whether Partnership Firm / Proprietorship Firm or Private Limited/Limited Company etc..
3. Credentials (Publicity campaigns carried for any reputed organization.
4. Copies of audited balance sheet for last two (2) financial years (2022-23 & 2023-24) supported by IT returns and turnover certificate by Chartered Accountant.
5. Copies of Pan Card / Aadhar Card / GST Registration certificate etc.
6. Copy of Registration/ Trade Certificate.

7. Bank Account number with branch name and IFSC Code, RTGS/NEFT No. of the Bank.
8. An undertaking (on the letter head) certifying that their Agency has not been blacklisted by any of the Organization including Government/PSUs, etc.; for any reason at any point of time.
9. An undertaking (on the letter head) certifying that they are fully accredited agency of INS for the last three (3) years and have not been issued any NOD (Notice of Dis-accreditation) for the last three (3) years.
10. All the documents submitted shall be self-attested with office seal.

ANNEXURE - I

Empanelment of INS Accredited Print Media Advertising Agencies - 2024 I&PR Department, Government of Andhra Pradesh

APPLICATION FORM

1	Name of the Advertising Agency (In Block Letters)	:	
2	Date of Establishment	:	
3	Registered Office Address (with telephone No. & e-mail address)	:	
4	Registration No./ Trade License No. (if any)	:	
5	Website (if any)	:	
6	Address of Head Office (with telephone No. & e-mail address)	:	
7	Status of the organization Proprietary/ Partnership/ Pvt. Ltd./ Public Ltd.	:	
8	Name and Address of Chief Executive/ Proprietor	:	
9	Name of the representative assigned with/ will be assigned for I&PR job (with designation and phone number)	:	
10	Details of infrastructure available at Vijayawada / CRDA Region	:	
11	Name of the cities where company is having branches	:	
12	Annual Business Turnover for last 2 financial years (Year 2022-23 & 2023-24 certified by Auditor)	:	
13	Credentials (List out major campaigns	:	

	handled)		
14	INS Full Accreditation Certificates	:	

This is to certify that I have understood the terms & conditions, eligibility criteria provisions of tender document and all the information given by me in tender document is true to the best of my knowledge.

Signature of Tenderer

Note 1: The relevant information sought in Proforma above may be mentioned in short against the point. Detailed documents / certificates etc may be enclosed and flaged.

Note 2 : Documentary evidence may be provided, wherever applicable, in the form of photo copies (Accreditation Certification, Work Orders, Release Orders, etc.).

2. The Director, Information & Public Relations, A.P., Vijayawada, shall take necessary action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

MUKESH KUMAR MEENA
PRINCIPAL SECRETARY TO GOVERNMENT (POLITICAL)

To:
The Director, Information & Public Relations, A.P., Vijayawada.
Copy to:
OSD to the Hon'ble Minister I&PR.
P.S. to the Principal Secretary to Government (Political).
The Pay and Account Officer, A.P., Mangalagiri, Guntur District.
The Director of Treasuries and Accounts, A.P., Mangalagiri, Guntur District.
SF/SC (2520640).

//FORWARDED :: BY ORDER//

SECTION OFFICER